Home Furnishings Calendar 1951

JANUARY

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Room 519 • 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

HOME FURNISHINGS CALENDAR

HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishing and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay $25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

* * * * *

One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 18 9:30 A.M.- 12:00 M.	PRESS BREAKFAST To mark the official opening of its greatly enlarged new showrooms, Arrowbilt will present to the press "Ridgecrest", a contemporary line of sofas, chairs and sectional pieces designed by Ernst Herrmann. By invitation only. Publicity: Ann Ruggles, Virginia Burdick, Pub. Rel., OR. 4-6462.	ARROW UPHOLSTERY COMPANY	119-125 WEST 24TH
Thursday Jan. 18 Just open	NEW NATL. HEADQUARTERS This concern has just opened its new national headquarters, executive offices and sales showrooms at 201 North Michigan Avenue in time for the National Housewares Show at Navy Pier. Publicity: Public Relations Associates, 333 N. Michigan Ave., Chicago 1, Illinois.	NESCO, INC.	CHICAGO, ILLINOIS
Thursday Jan. 18 Just out	NEW SERVICE A new service for decorators, designers, display and promotion personnel has just been established. Miniature interiors, either in the scale of 1/2" or 1" to the foot, completely furnished and decorated, are made to order for clients. All furnishings are faithfully reproduced. On display now are a modern and a traditional room, a six-room house and a kitchen unit. Contact: Miss H. Ruth Bennett, MU. 8-3035.	THE BENNETTS	43 EAST 49TH STREET
Thursday Jan. 18 Just out	NEW PAMPHLET A new home management pamphlet, "A Clean, Clean House - Earlier Than You Think" has just been brought out. These pamphlets will be distributed as a free give-away offer in cooperation with radio broadcasters and newspaper and magazine editors throughout the country. The pamphlet gives the housewife valuable information on how to coordinate her work and what cleansers to use for what purposes. Contact: Ruth D. Goldberg, Association of American Soap and Glycerine Producers, Inc., 295 Madison Avenue, New York 17, N.Y., MU. 6-3662, Extension 11.	ASSN. AM. SOAP & GLYCERINE	295 MADISON AVENUE

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

CORRECTION

Due to a printer's error on her letterhead, Dorothy Harrower's telephone number was incorrectly listed last week. It is GRAMERCY 7-4154.

Jan. 18- NATIONAL HOUSEWARES MFRS. ASSN., NAVY PIER, CHICAGO, ILLINOIS.
Jan. 25 CONTACT: A.W. BUDDENBERG, 1140 MERCHANDISE MART, CHICAGO 54, ILLINOIS.

Friday PRESS SHOWING: NEW LINE FIRTH CARPET COMPANY 295 FIFTH AVENUE
Jan. 19 A press showing, by invitation only, of Firth's new line, will be held all
10:00 A.M.- day with a luncheon for the press in the company's showrooms. Publicity:
4:00 P.M. Ann Benson, MU. 9-8224.

Sunday ANNUAL CONVENTION NATL. ASSN. HOME BUILDERS CHICAGO, ILLINOIS
Jan. 21- At this annual convention and exposition more than 700 home building
Jan. 25 materials and equipment will be on display in the exhibit halls of the Stevens and Congress Hotels. Panel discussions, clinics, major addresses and so on will mark the convention. Publicity: Kenneth E. Shepard, Publicity Director, 75 E. Wacker Drive, Chicago, Illinois.

Jan. 21- MIDWINTER MARKET WEEK GIFT SHOW, PARKER HOUSE, BOSTON, MASSACHUSETTS.
Jan. 25 CONTACT: JOHN L. CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.

Jan. 21- 32ND CALIF. GIFT SHOW, BRACK SHOPS & MDSE. MART, ALEXANDRIA & BALTIMORE
Jan. 26 HOTELS, LOS ANGELES, CAL. CONTACT: WOODY C. KLINGBORG, 1151 S. B'WAY, L.A.

WEEK BEGINNING MONDAY, JANUARY 22, 1951

Monday MARKET DINNER HOME FURNISHINGS CLUB HOTEL STATLER
Jan. 22 An old-fashioned beefsteak dinner will be held in the Georgian Room dur-
7:00 P.M. ing New York Furniture Market Week. Tickets, $12.50. Contact: Henry De Brito, Home Furnishings Club, Hotel Statler, New York 1, N. Y.

Monday FOURTEENTH LECTURE ADV. WOMEN OF N.Y. WALDORF-ASTORIA
Jan. 22 The subject of this lecture is Typography and Production. Arthur A. Kron
7:30 P.M. of Gotham Advertising Co. will speak on the Importance of Mechanical Factors of Production, and Francis J. Sorg, Jr., of Sorg Printing Co., will discuss Fundamental Facts about Type. Contact: Mabel Blake, CI. 5-4149.

Monday EASTERN DISTRIBUTOR SHOW AIR KING PRODUCTS CO., INC. PARK SHERATON
Jan. 22- A showing of the 1951 Air King television line will be held on these two
Jan. 23 days. Publicity: S. Olchak, Air King Products Co., 170-53rd St., Bklyn.

Jan. 22- NATIONAL COTTON COUNCIL OF AMERICA, BUENA VISTA HOTEL, BILOXI, MISS.
Jan. 24 CONTACT: ERNEST STEWART, NATL. COTTON COUNCIL, P.O. BOX 18, MEMPHIS, TENN.

Jan. 22- MEETING AMER. SOC. HEATING & VENTILATING ENGINEERS, BELLEVUE-STRATFORD,
Jan. 25 PHILA., PA. CONTACT: A.V. HUTCHINSON, 51 MADISON AVENUE, MU. 3-0291.

Jan. 22- SOUTHEASTERN CHINA, GLASS & GIFT SHOW, ATLANTA, GEORGIA.
Jan. 25 CONTACT: F. B. STEWARD, 1492 PEACHTREE ST., N.W., ATLANTA 5, GEORGIA.

Jan. 22-25 VENETIAN BLIND ASSOCIATION CONVENTION, HOTEL SHERMAN, CHICAGO, ILLINOIS.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Jan. 22- Jan. 25	CONCRETE INDUSTRIES EXPOSITION, PUBLIC AUDITORIUM, CLEVELAND, OHIO. CONTACT: DONALD T. PAPINEAU, MNG. DIR., 400 W. MADISON, CHICAGO 6, ILL.		
Jan. 22- Jan. 26	ARMORY FURNITURE SHOW, 71ST REGIMENT ARMORY, NEW YORK, N.Y. CONTACT: W.S. ORKIN, ORKIN EXPOSITION MANAGEMENT, 8 W.40TH ST.,CH.4-0697.		
Jan. 22- Jan. 26	INTL. HEATING & VENTILATING EXPOSITION, COMM. MUSEUM, 34TH BELOW SPRUCE, PHILA., PA. CONTACT: C.F. ROTH, GRAND CENTRAL PALACE, PL. 5-8234.		
Jan. 22- Jan. 27	NEW YORK FURNITURE MARKET, NEW YORK FURN. EXCH., 206 LEXINGTON AVENUE. CONTACT: LOU SCHNEIDER, MU. 5-1160.		
Jan. 22- Jan. 27	NEW YORK CARPET MARKET, INDIVIDUAL SHOWROOMS, NEW YORK, N.Y. PUBLICITY: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Monday Jan. 22- Jan. 31	ART SHOW Under the sponsorship of the Brooklyn Society of Artists, Abraham & Straus presents a first art show of all-Brooklyn pictures, "Brooklyn Through the Eyes of Brooklyn Artists," to be shown in the Special Events Center daily from noon to store closing. Included among the exhibitors are such well-known artists as William Thon, Lana Gurr, Greta Matson, Nancy Ranson, John Rogers. There will be free daily demonstrations with both painters and sculptors working on the same subject at the same time with celebrities on the model stand. Publicity: Frances Bemis, Dir. of Feature Events, Abraham & Straus, TR. 5-7200.	ABRAHAM & STRAUS	BROOKLYN, N.Y.
Monday Jan. 22- Feb. 3	SOUTHERN FURNITURE MARKET Press Day will be held on Monday, January 22 at the opening of the annual winter furniture and rug market in High Point. Contact: Paul W. Casey, Southern Furniture Exposition Building, High Point, N.C.	HIGH POINT MANUFACTURERS	HIGH POINT, N.C.
Monday Jan. 22- Feb. 9	COURSES FOR ADULTS Two courses of special interest to those in the fields of Public Relations, Publicity, Business Administration, Personnel Management and Industrial Relations are offered. The first is Industrial Publicity; instructor, Howard Stephenson, to be held Monday evenings, 6:15 to 8 P.M., Feb. 5 to May 21, fee $35. Lectures are supplemented by case-study reports. The second is Community Relations; instructor, Howard Stephenson, to be held Monday evenings, 8:10 P.M. to 9:55 P.M., Feb. 5 to May 21, fee $35. Registration is from Jan. 22 through Feb. 9. Contact: Milton R. Stern, Div. of Gen. Education, N.Y. University, Washington Square, New York 3, N.Y.	NEW YORK UNIVERSITY	WASHINGTON SQUARE
Jan. 23- Jan. 25	NATIONAL POTATO CHIP INSTITUTE, NETHERLAND PLAZA, CINCINNATI, OHIO. CONTACT: H.F. NOSS, EXEC. SEC., 1360 HANNA BLDG., CLEVELAND, OHIO.		
Tuesday Jan. 23- Jan. 31 8:30 P.M.	LECTURES ON FOOD ALLERGY Four lectures on food allergies, of interest to anyone dealing with nutrition or medicine, will be given by Dr. Arthur F. Coca on Jan. 23, 24, 30 and 31. Fee $8. Contact: New School for Social Research, OR. 5-2700.	NEW SCHOOL FOR SOC. RSRCH.	60 WEST 12TH STREET
Jan. 24- Jan. 28	MIAMI FOOD & BEVERAGE SHOW, MUNICIPAL AUDITORIUM, MIAMI, FLORIDA. CONTACT: E.J. SEIFRIT, PRES., 615 SOUTHWEST SECOND AVE., MIAMI, FLORIDA.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Jan. 25-Jan. 27	THIRD ANNUAL MAGICOLOR CO. NAT'L PAINT MERCHANDISING CLINIC, CONGRESS HOTEL, CHICAGO, ILL. CONTACT: BEN MILLER, SALES DIR., MAGICOLOR CO., CHI.		
Friday Jan. 26 6:30 P.M.	DINNER MEETING	AM. DESIGNERS INST.	HOLLAND HOUSE TAV.
	Speaker at this dinner meeting will be Mr. Frederic Rahr, president of the Rahr Color Clinic, whose subject will be "Order Out of Color Chaos." Contact: Miss Elizabeth Dralley, OR. 4-6737.		
Jan. 28-Jan. 31	SOUTHERN CALIF. CURTAIN & DRAPERY SHOW, ALEXANDRIA HOTEL, LOS ANGELES, CAL. CONTACT: JOE LOCKWOOD, L.A. TRADE FAIR, 1151 S. B'WAY, LOS ANGELES, CAL.		
Jan. 28-Jan. 31	NEW YORK STATE GIFT & ART SHOW, HOTEL ONONDAGA, SYRACUSE, NEW YORK. CONTACT: RALPH S. WILDER, JR., WILDER MANAGEMENT CO., BOSTON, MASS.		
Jan. 28-Jan. 31	CALIFORNIA LAMP AND PICTURE SHOW, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, L.A. TRADE FAIR, 1151 S. BWAY, LOS ANGELES.		
Jan. 28-Feb. 1	WASHINGTON GIFT SHOW, HOTEL WILLARD, WASHINGTON, D. C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK, N.Y.		

WEEK BEGINNING MONDAY, JANUARY 29, 1951

Monday Jan. 29 7:30 P.M.	FIFTEENTH LECTURE	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
	Subject of this lecture will be Retail Advertising. E.B. Weiss, Gray Adv. Agency, is the speaker. Contact: Mabel Blake, CI. 5-4149.		
Monday Jan. 29	F.T.C. TRADE PRACTICE CONFERENCE FOR FLOOR MACHINERY INDUSTRY, F.T.C. BLDG., WASHINGTON, D.C. CONTACT: COMM. STEPHEN J. SPINGARN, F.T.C. BLDG.		
Jan. 29-Feb. 2	LOS ANGELES WINTER FURNITURE MARKET, L.A. FURN. MART, LOS ANGELES, CALIF. CONTACT: J. J. COWEN, PUB. DIR., 2155 EAST 7TH STREET, LOS ANGELES, CALIF.		
Monday Jan. 29-Feb. 9	FURNITURE SHOWING	ABRAHAM & STRAUS	BROOKLYN, N. Y.
	"Living, 1951" is the title of this midwinter furniture showing. Seventeen new room settings in A & S' Contemporama, 6th floor, emphasize glamour and style in the home created with budget-priced furniture and paintings the average man can afford. Beginning at $50, original paintings by outstanding Brooklyn Society of Artists members can be purchased by the public. Furniture shown features low cost and good design. Publicity: Frances Bemis, Director of Feature Events, TR. 5-7200.		
Tuesday Jan. 30 5:00 P.M.-7:00 P.M.	PRESS PARTY AND MOVIE	F. C. RUSSELL CO.	HOTEL ROOSEVELT
	A special showing for the home furnishings and home building press of the F. C. Russell motion picture, "One Step Ahead," (running time 25 minutes) on fuel-saving, labor-saving combination windows, will be held at 5 P.M. Cocktails and coffee will be served afterward. Mr. F. C. Russell and officers of his company will be hosts in the Hendrick Hudson Room and the adjoining Palm Terrace. Attendance by invitation only. Contact: Florence Brobeck, MU. 8-8197.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 31- Feb. 3	COLOR IN INDUSTRY COURSE	COLUMBIA UNIVERSITY	MORNINGSIDE HTS.

As part of the University's course in Graphic Arts, students may register during this period for an evening class in Color in Industry, conducted by Lorain Fawcett of Allcolor Co. This basic course teaches the Munsell System of color notation and its application to the graphic and industrial fields. Course will start on February 7 and be held each Wednesday from 6:35 to 8:15 P.M. Contact: Lorain Fawcett, Allcolor Co., Inc., MU.2-4807.

Thursday Feb. 1	NEW HEADQUARTERS	KNOLL ASSOCIATES, INC.	575 MADISON AVENUE

On this date the new executive offices of this concern will open on the 22nd floor. This new and enlarged space will house the Knoll Planning Unit, and the furniture and textile divisions. The new telephone number will be MU. 8-7900. Publicity: Martha Kai, TR. 9-8200.

Feb. 4- Feb. 7 — WESTERN GIFT, LAMP, HOUSEWARES SHOW, WESTERN MDSE. MART, SAN FRAN.,CAL.
CONTACT: KAY LEBER, 1355 MARKET STREET, SAN FRANCISCO 3, CALIFORNIA.

Feb. 4- Feb. 7 — BUFFALO MART GIFT SHOW, HOTEL STATLER, BUFFALO, NEW YORK.
CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.

Sunday Feb. 4- Feb. 17	MDSE. MART GIFT SHOW	MERCHANDISE MART	CHICAGO 54, ILL.

The annual gift show and the china, glassware and pottery market will be held on these dates concurrently with the Chicago Gift Show. Publicity: Gertrude Shrock, News Bureau, Merchandise Mart, Chicago 54, Illinois.

ADVANCE DATES AND NOTICES

Monday Feb. 5 7:30 P.M.	SIXTEENTH LECTURE	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA

Subject of this lecture will be "Coordinating All Factors in an Advertisement." Speakers are Catherine Owens, Hearst Adv. Service; Barbara Bender, Wm. Esty & Co., Agnes Nablo, Young & Rubicam; Nancy Wheeler, O'Mara & Ormsbee. Contact: Mabel Blake, CI. 5-4149.

Feb. 5- Feb. 9 — NATIONAL NOTION & NOVELTY EXHIBIT, HOTEL NEW YORKER, NEW YORK, N.Y.
CONTACT: G. E. ENGLISH, HOTEL STATLER, NEW YORK 1, N. Y.

Feb. 5- Feb. 9 — WESTERN FURN. EXCH. & MDSE. MART SHOW, SAN FRANCISCO, CALIFORNIA.
CONTACT: A. C. BALL, 1355 MARKET STREET, SAN FRANCISCO, CALIFORNIA.

Monday Feb. 5- Feb. 16	CHICAGO GIFT SHOW WEEK LATER THAN PLANNED	EASTERN MFRS. & IMPORTERS EXHIBIT	LASALLE HOTEL & PALMER HOUSE

Due to the Canning Congress which will occupy most of Chicago's hotel rooms the week before, the Gift Show has been postponed to the dates above so that there will be adequate accomodations for gift buyers. Several outstanding lines of decorative accessories and ceramics have been added to the show. On Feb. 8 there will be a dinner-dance at the Palmer House and on Feb. 13, a cocktail-buffet at the La Salle Hotel. Contact: George F. Little Management, 220 Fifth Avenue, N.Y.C., MU. 9-7147.

Monday Feb. 5 Just out	U.S. INDUSTRIAL DESIGN	SOC. OF IND. DESIGNERS	48 EAST 49TH ST.

The annual publication of this organization, "U.S. Industrial Design," will be published on this date by Studio Publications, Inc., in association with Thomas Y. Crowell. This 184-page volume illustrates outstanding design achievements of the past year. It will be available through leading bookstores at $10 a copy. Contact: Society of Industrial Designers, 48 E. 49.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Feb. 8- May 31	TWO DECORATING COURSES	N. Y. UNIVERSITY	WASHINGTON SQUARE

Two evening courses in interior decoration are offered. The first, Interior Decoration, will be held Thursdays from 6:15 to 8 P.M. Fee, $25; materials, $3. The second, Workshop in Interior Decoration, will be held Thursdays, from 8:10 to 9:55 P.M. Fee, $30; materials, $3. Contact: Division of General Education, N.Y. University, Washington Sq., New York 3, N. Y.

Feb. 11- Feb. 14 — WESTERN AREA JEWELRY & SILVERWARE SHOW, BILTMORE HOTEL, LOS ANGELES, CAL. CONTACT: LOS ANGELES TRADE FAIR, INC., 1151 S. BWAY, LOS ANGELES, CAL.

Feb. 11- Feb. 15 — SEATTLE WESTERN MDSE. EXHIBITORS ASSN. SHOW, OLYMPIC & NEW WASHINGTON HOTELS, SEATTLE, WN. CONTACT: KAY LEBER, 1355 MARKET ST., SAN FRAN., CAL.

Feb. 12 — LINCOLN'S BIRTHDAY (Monday)

Tuesday Feb. 13 7:30 P.M.	MEETING	RESID. LIGHTING FORUM	570 LEXINGTON AVE.

Speakers at this meeting will be Melanie Kahane, A.I.D., and James Forbes of General Electric. Their subject: "Color - a Necessary Adjunct to Lighting." Publicity: Winonah Murphy, JU. 6-2424.

Feb. 13-23 — BRITISH FURNITURE & ALLIED TRADES EXHIBITION, LONDON, ENGLAND.

Feb. 14- Feb. 18 — FORT LAUDERDALE HOME SHOW, FORT LAUDERDALE, FLORIDA. CONTACT: C. H. BROOKS, MGR., 252 N.E. 54TH STREET, MIAMI, FLORIDA.

Thursday Feb. 15 12:15 P.M.	REGULAR LUNCHEON	HOME FASHIONS LEAGUE, INC.	HOTEL ROOSEVELT

Mrs. Franklin Delano Roosevelt will be the speaker at this luncheon. Her subject will be announced later. Contact: Josephine Brush, PL. 5-2276.

Thursday Feb. 15- Feb. 16	SEVENTH ANNUAL ADEQUATE WIRING CONFERENCE	NATL. ADEQUATE WIRING BUR. 155 EAST 44TH STREET	SHERATON-GIBSON CINCINNATI, OHIO

Case studies of successful Adequate Wiring Programs, good speakers, open forum discussions, will mark this conference. Contact: Norman Wicks, Natl. Adequate Wiring Bur., 155 E. 44th St., N.Y. 17, MU. 2-1500.

Feb. 15- Feb. 17 — NATIONAL AMERICAN WHOLESALE GROCERS ASSN. MEETING, DRAKE HOTEL, CHICAGO, ILL. CONTACT: M. L. TOULME, 60 HUDSON ST., NEW YORK 13, N. Y.

Feb. 17- Feb. 25 — HOME BLDRS. ASSN. OF GREATER ST. LOUIS, KIEL AUDITORIUM, ST. LOUIS, MO. CONTACT: H. J. LOOSLEY, 1624 DELMAR BLVD., ST. LOUIS 3, MISSOURI.

Feb. 18- Feb. 21 — PORTLAND WESTERN MDSE. EXHIBITORS ASSN. SHOW, PORTLAND, HOTEL PORTLAND, ORE. CONTACT: KAY LEBER, MGR., 1355 MARKET ST., SAN FRANCISCO, CALIFORNIA.

Feb. 18- Feb. 21 — CLEVELAND GIFT SHOW, HOTEL STATLER, CLEVELAND, OHIO. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.

Feb. 18- Feb. 23 — DALLAS GIFT SHOW, BAKER HOTEL, DALLAS, TEXAS. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.

Feb. 18- Feb. 23 — ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS. CONTACT: MRS. MILDRED DALTON, 712 SO. OLIVE ST., LOS ANGELES 4, CALIF.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

Tuesday Feb. 20 7:15 P.M.- 9:30 P.M. Apr. 10 — HOME LIGHTING COURSE — NEW YORK UNIVERSITY — WASHINGTON SQUARE

With the cooperation of the Residence Lighting Forum, N.Y. University is offering a complete home lighting course. Designed to meet the needs of the decorator, designer, architect, homemaker, the course will include all the basic knowledge needed to understand lighting language, problems, proper applications of light and lighting design as used decoratively and functionally in today's interiors. Experts will deal with the various phases of the course which will be held for 8 consecutive Tuesdays. For further information contact: Professor Sidney G. Roth, Div. of Gen. Education, N.Y. University, 3 Wash. Sq. North.

Feb. 21- Feb. 26 — ALLIED GIFT SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS.
CONTACT: MRS. MILDRED DALTON, 712 S. OLIVE ST., LOS ANGELES, CALIFORNIA.

Feb. 24- Mar. 4 — GREATER CLEVELAND HOME & FLOWER SHOW, PUBLIC AUDITORIUM, CLEVELAND, OHIO.
CONTACT: RALPH P. STODDARD, 520 LEADER BLDG., CLEVELAND 14, OHIO.

Monday Feb. 26- Mar. 1 — NEW YORK GIFT SHOW — GEORGE F. LITTLE MNGMT. — STATLER; NEW YORKER

The fortieth semi-annual gift show is being held one week later than usual to permit exhibitors to return from the Chicago show. Due to reservation difficulties the show will only run Monday through Thursday, but to make up for time lost on Friday, exhibits will remain open from 9 A.M. to 9 P.M. Monday and Tuesday; from 9 A.M. to 6 P.M. Wednesday and Thursday. Contact: George F. Little Management, 220 Fifth Ave., MU. 9-7147.

Feb. 27- Mar. 2 — ALL INDUSTRY FROZEN FOOD CONVENTION, SAN FRANCISCO, CALIFORNIA.
CONTACT: E.J. WATSON, PISTSWEET FOODS, INC., MOUNT VERNON, WASHINGTON.

Feb. 28- Mar. 2 — SIXTH SPI REINFORCED PLASTICS MEETING, EDGEWATER BEACH HOTEL, CHICAGO, ILL.
CONTACT: LANGDON P. WILLIAMS, SOC. OF PLASTICS IND., MU. 6-1490.

MUSEUM, GALLERY & GARDEN NEWS

Monday Jan. 22 8:30 P.M.- 10:30 P.M. — PREVIEW OF EXHIBIT — WALKER ART CENTER — MINNEAPOLIS, MINN.

An exhibit entitled "Knife, Fork, Spoon" and sponsored by Towle Silversmiths of Newburyport, Massachusetts, will be shown by invitation only on this date and then will open to the public. During 1951 it will go on tour to leading museums throughout the country. Contact: Walker Art Center, Minneapolis 5, Minnesota.

Tuesday Jan. 23 8:00 P.M.- 11:00 P.M. — PRIVATE OPENING — MUSEUM OF MODERN ART — 11 WEST 53RD STREET

A private opening of an exhibition of Abstract Painting and Sculpture in America will be held on this date. The exhibit will open to the public on Jan. 24. A symposium on abstract art in America will be conducted by the Museum on Feb. 5. Publicity: Betty Chamberlain, CI. 5-8900.

Monday Feb. 5- Apr. 30 — PRESS PREVIEW — SCALAMANDRE MUSEUM — 20 WEST 55TH STREET

A new exhibit of silks, "The Silks of the French Baroque Period", will be previewed by the press on Feb. 5 and open to the public on Feb. 6. It has been arranged to show the various styles of the Baroque period during the reign of Louis XIV. Some are reproductions; others are authentic textiles of the 17th and early 18th centuries. Hours: 9 A.M. to 5 P.M. Mondays through Fridays; admission free. Contact: John Kent Tilton, PL. 9-2070.

DATE | WHAT'S GOING ON | GIVEN BY | WHERE

EDITORIAL AND RADIO REQUIREMENTS

For Research Bureau for Retail Training, Univ. of Pittsburgh, Pittsbg.,Pa.

This bureau is compiling a training manual on curtains, draperies, upholstery fabrics and applied merchandise and wishes to assemble background information on the subject. They will welcome any free booklets, brochures or catalogs which would supply source material. These training manuals are used extensively by retail stores and schools throughout the country in training sales-people and other retail personnel. Contact: Walter Sobotka, Assoc. Prof. of Textiles and Applied Art, University of Pittsburgh, Pittsburgh 13, Pennsylvania.

For W.T.I.C., Hartford, Conn.

Jean Colbert, of this station, does a daily fashion radio broadcast. On Thursdays, however, she devotes this broadcast to home furnishings and will welcome suitable material.

RADIO AND TELEVISION PROGRAMS

From now on, instead of listing specific program material, HOME FURNISHINGS CALENDAR will list programs by name and station which handle home furnishings, food and related merchandise in all parts of the country.

Station WOR and WOR-TV - New York, N.Y. - Radio and Television Programs
New program added since last week's listing went to press:
12:15 - 12:30 P.M. - Now You're Cooking - Val Lewis and Milo Boulton

Station WDEL - 10th & King Streets, Wilmington, Delaware - Tele. Programs
2:30 - 3:00 P.M. - Cosmopolitan Kitchen - Eleanor Glenn, Mon.,Thurs.,Fri.
2:15 - 2:30 P.M. - Mary Lou Sherwood Show - (guests, gadgets, glamour) Monday and Wednesday
2:00 - 2:30 P.M. - Visit Esther Alderman - (classes in homemaking, making lamp shades, slipcovers etc., at home) Tues. & Thurs.
Contact: James Adshead, Jr., Program Director

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below.

Meredith Publishing Co., Des Moines 3, Iowa

Betty Fisk, formerly with Carl Byoir & Associates of New York, has been appointed Field Editor for Successful Farming and Better Homes & Gardens. This is a new position in the home furnishings departments of these two publications.

LAST MINUTE NOTICE

Tuesday Jan. 23 9:30 A.M. | PRESS BREAKFAST | JAMES McCREERY | 34TH & 5TH AVENUE

A press breakfast will mark the opening of McCreery's new model rooms featuring McCreery's own custom-made furniture. Rooms will be open to the public after the breakfast. Publicity: Georgine Thomson, WI.7-7000.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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